



KC BizCare – Business Customer Service Center

DATE: October 24, 2012

TO: Richard Usher, Assistant to the City Manager

FROM: John Pajor, KC BizCare

SUBJECT: Monthly Report – September 2012

In September of 2011, The Greater Kansas City Chamber of Commerce launched the Big 5 campaign, a series of initiatives to elevate the quality of life in our community. One of the five goals is to make Kansas City America's most entrepreneurial city.

The Chamber posted a one year progress report on all five objectives that can be viewed at www.big5kc.com. We would like to add our own observations on the array of work being done to promote local economic growth.

On September 10, Mayor James and a team of community partners announced Launch KC, a plan to provide incentives and support for tech start-ups in the Crossroads and Greater Downtown. Launch KC was one of several reasons the online magazine Entrepreneur gave for mentioning Kansas City in a recent article titled "*9 Cities You Wouldn't Think are Hubs for Startups*".

On September 19, the UMKC Innovation Center announced that the U.S. Department of Commerce awarded them a one million dollar grant to create a "digital sandbox". The grant, known as the i6 Challenge, will fund research and commercialization of new concepts in the technology sector.

One of our major resource partners, KCSourcelink, posts a monthly calendar of classes for entrepreneurs on their web page. In September the calendar practically overflowed with events. KC BizCare staff attended two classes: *Small Business Basics in a Day* offered by the Kansas Small Business Development Center (KSBDC) and *Evaluate Your Business Idea* sponsored by the UMKC Small Business and Technology Development Center (SBTDC).

KC BizCare hosted a meeting with staff from the Greater Kansas City Chamber of Commerce's Government Relations and Policy Development office to discuss upcoming educational programming for small businesses.

We attended two events at the Economic Development Corporation of Kansas City. The first was the Business Retention and Expansion Committee and the second was a presentation by staff of the University of Missouri's Innovation and Entrepreneurship staff on the subjective of Economic Gardening.

During business sessions throughout the month, the council heard testimony from various constituencies working to spur economic development in Kansas City. These included Richard Garza on the launch of his candy shop (Garza's Goodies), The Mid-America Gay & Lesbian Chamber of Commerce, a presentation on urban agriculture and a report from the Citizen's Commission on Municipal Revenue.

Finally, we are happy to report that one of our customers, John Ybarra, invited us to the grand opening of his business, K.C. License and Title Services Inc. (see photo below). Good luck to John and to all the people and organizations working to build a spirit of entrepreneurship in Kansas City.

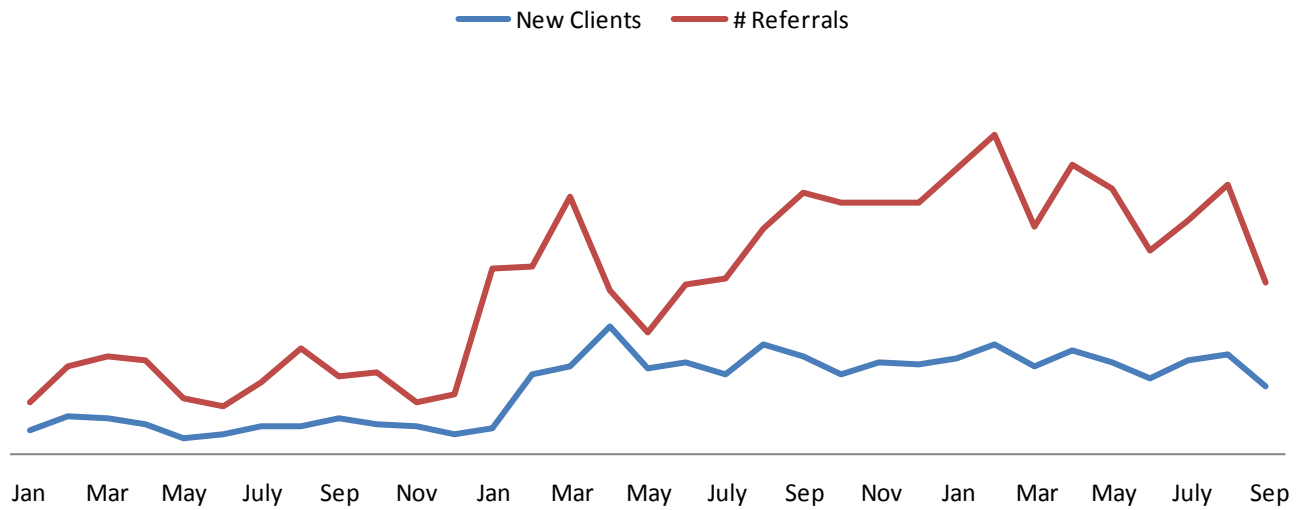


Referrals to City, State, Federal Departments & Resource Partners - September 2012		# of
Entity	Type of Referral	Referrals
City Departments		
Finance - Business Licensing	Regulatory	74
Fire Marshall	Regulatory	1
General Services - Procurement	Business Formation	1
Health - Food Protection	Regulatory	2
Human Relations - M/WBE	Business Formation	2
Planning & Development - Building Codes	Regulatory	3
Planning & Development - Contractor Licensing	Regulatory	2
Planning & Development - Development Management	Regulatory	4
Planning & Development - Home-based Business, IB # 117	Regulatory	39
Planning & Development - Investigations	Regulatory	1
Planning & Development - Permits Division	Regulatory	10
Planning & Development - Zoning Clearance	Regulatory	91
Public Works - Streets & Traffic	Business Formation	1
State Departments		
Missouri Department of Health - Child Care Services	Regulatory	2
Missouri Dept of Revenue	Regulatory	8
Missouri Secretary of State	Regulatory	16
Federal Departments & Agencies		
IRS Small Business & Taxpayer Information	Regulatory	8
Resource Partners		
City of Independence - Business License Office	Regulatory	2
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	4
Farm to Table Kitchen - City Market	Business Formation	1
Google - Get Your Business Online	Business Form/Marketing	1
Independence Regional Ennovation Center	Business Formation	1
Internet Webpage	Business Formation	4
Justine Petersen Micro-lending Program	Business Formation	14
Kansas City Volunteer Lawyers & Accountants for the Arts	Business Formation	1
Kansas Small Business Development Center	Business Formation	2
KCSOURCELink	Business Form/Marketing	5
Landlords, Inc.	Business Form/Marketing	1
Main Cor	Business Form/Marketing	1
Midwest Center for Nonprofit Leadership	Business Form/Marketing	1
South Kansas City Chamber of Commerce	Business Form/Marketing	1
Southtown Brookside Waldo Council	Business Form/Marketing	1
The Daily Record	Business Form/Marketing	1
The PULSE	Business Form/Marketing	1
The Thinking Bigger Guide	Business Form/Marketing	5
Truman Road Community Improvement District	Business Formation	1
UMKC Small Business & Technology Development Center	Business Formation	1
Total Referrals:		314

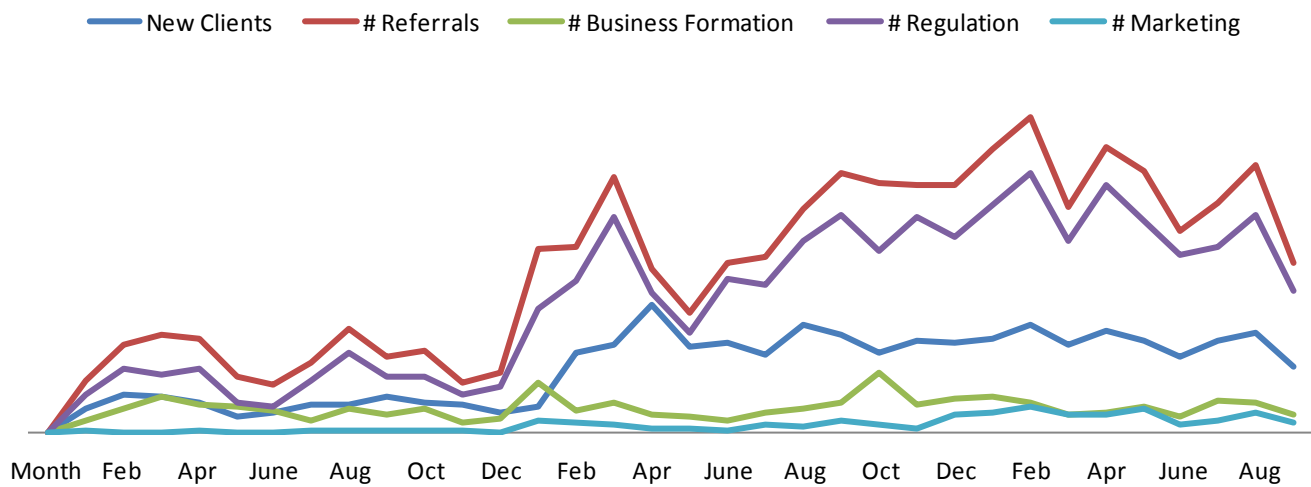
Networking Contacts		September 2012
Entity	Date	
Black Chamber of Commerce	9/4/2012	
Mayor & City Council	9/10/2012	
UMKC Small Business & Technology Center	9/10/2012	
Economic Development Corporation	9/12/2012	
Economic Development Corporation	9/17/2012	
Greater Kansas City Chamber of Commerce	9/17/2012	
Greater Kansas City Chamber of Commerce	9/18/2012	

Month	New Clients	First Time in Business	%	Home-based Business	%
August	200	22	11.0%	77	38.5%
September	180	56	31.1%	56	31.1%
October	148	40	27.0%	47	31.8%
November	170	45	26.5%	45	26.5%
December	166	48	28.9%	41	24.7%
January	175	59	33.7%	55	31.4%
February	201	86	42.8%	72	35.8%
March	161	72	44.7%	61	37.9%
April	189	87	46.0%	70	37.0%
May	169	81	47.9%	62	36.7%
June	140	62	44.3%	55	39.3%
July	172	70	40.7%	50	29.1%
August	185	69	37.3%	54	29.2%
September	123	56	45.5%	39	31.7%
	2379	853	35.9%	784	33.0%

New Clients and Referrals by Month 2010 - 2012



Type of Customer Assistance



Active Clients June 2009 - Dec 2010	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted w ith business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted w ith regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted w ith marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails w ithin 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 weeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of netw orking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - Dec 2011	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted w ith business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted w ith regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted w ith marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails w ithin 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 weeks	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	100%	100%
Number of netw orking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - YTD	3156	3357	3518	3707	3876	4016	4188	4370	4493
Month of 2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Number of referrals	524	586	419	531	486	374	427	496	314
Number assisted w ith business formation	66	57	33	38	49	29	60	56	33
Number assisted w ith regulatory/licensing	421	483	354	459	394	329	346	402	263
Number assisted w ith marketing	37	47	32	34	43	16	21	38	18
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails w ithin 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 weeks	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Number of netw orking events	4	20	18	8	11	16	7	11	7
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10

Of the 2080 businesses and individuals served in 2011, we recorded NAICS codes for 2001.

This is how the data breaks out by industry/business activity:

2011 Business Customers by NAICS Code									
Primary business activity:						#	%		
Agriculture, forestry, fishing						3	0.1%		
Mining						2	0.1%		
Utilities						2	0.1%		
Construction and trades						241	12.0%		
Manufacturing						78	3.9%		
Wholesale trade						60	3.0%		
Motor vehicle parts & dealers						121	6.0%		
Retail trade/including electronic shopping						330	16.5%		
Transportation/warehousing						56	2.8%		
Information/communication						27	1.3%		
Finance/insurance						38	1.9%		
Real estate/ rental leasing						54	2.7%		
Professional/scientific/technical services						169	8.4%		
Administrative support / waste management services						210	10.5%		
Educational services						20	1.0%		
Healthcare and social assistance						70	3.5%		
Arts, entertainment, or recreation						79	3.9%		
Accommodations or food service						167	8.3%		
Other services, including repair and personal services						254	12.7%		
Religious, grant making, civic organizations						20	1.0%		
Total:						2001	100.0%		

- Agriculture, forestry, fishing
- Mining
- Utilities
- Construction and trades
- Manufacturing
- Wholesale trade
- Motor vehicle parts & dealers
- Retail trade/including electronic shopping
- Transportation/warehousing
- Information/communication
- Finance/insurance
- Real estate/ rental leasing
- Professional/scientific/technical services
- Administrative support / waste management services
- Educational services
- Healthcare and social assistance
- Arts, entertainment, or recreation
- Accomodations or food service
- Other services, including repair and personal services
- Religious, grant making, civic organizations

